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A. GEORGE-PERUTZ  
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### RE: TRANSIT STUDY

Many thanks for your fax. Will contact you early next week regarding approval of discussion guide, recruitment questionnaire etc. Would it be possible to delay the start of the Thailand fieldwork for one week and commence on the 12th Sept and for the Taiwan study to begin on the 16th Sept. This allows us time to deliver the stimulus materials and arrange for viewing of the initial groups in both countries. Would also be grateful for the simultaneous translation offered for both countries.

With regard to the definition of transit it is essentially the illegal import of brands from Hong Kong, Singapore, Japan etc. upon which no duty has been paid. To my understanding this is most prevalent in the South of Taiwan and I would suggest that the groups are conducted in that region. For better clarification of volumes and incidence call Trevor Ivey on your return.

- On the 555 study I appreciate that the locating of 555

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100mm smokers may cause some problems but perhaps by concentrating efforts in strategic parts of Taipei this could be simplified. Again Trevor Ivey may be able to provide you with a better idea of the heavier sales areas where recruitment could be concentrated. Perhaps we could discuss these issues during my visit which I hope will be around the time of the 555 TMO fieldwork.

Look forward to seeing you soon

Kind regards

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